1993 SECOND REVISED BUDGET
CAMBRIDGE DIRECT MARKETING
(IN THOUSANDS OF DOLLARS)

	1993 SECOND REVISED	1993 CURRENT PLAN		
ADVERTISING				
MAGAZINES	$5,000	$0		
SUPPLEMENTS/NEWSPAPER				
FSI				
OUTDOOR				
1991 ADVERTISING REVERSAL				
AGENCY PRODUCTION	400	400		
PM PRODUCTION				
SUBTOTAL- ADVERTISING	5,400	400		
EVENT SPONSORSHIP	0	0		
RETAIL PROMOTIONS (INCLUDES MERCHANDISE CPN)				
JAN CTN	4,295	4,295		
MAR CTN	3,900	3,900		
TRISEMESTER 2 (Oct Carton)	4,676 +1.5	4,676		
FEB PACK	3,701	3,701		
MAY PACK	3,750	3,750		
JULY PACK	3,166	3,166		
SECTION PROGRAMS	750	750		
4TH QTR PACK PROMO	3,600 +1.5			
MEGA VOLUME	2,600			
SMART SHOPPER CTN/PACK PLUS #1				
SMART MONEY PLUS				
PICS COUPON/RETAIL				
B1G1F + CONTINUITY				
SMART SHOPPER CTN/PACK PLUS #2				
CONTINUOUS - B4G1F				
NATIONAL ACCOUNTS -CONVENIENCE/OIL				
SMART SHOPPER CTN/PACK PLUS #3				
SMART SHOPPER SMOKER CONTINUITY				
REGIONAL TRADE MARKETING				
$1 OFF 2 PK + CONTINUITY				
LABOR DAY				
August Display Promo (Price Cut)	2,400.			
SUBTOTAL- CONSUMER INCENTIVES	30,438	24,238		
COUPONING				
ON CARTON COUPONS	118,712	131,412		
ON PACK COUPONS				
5 NATIONAL FSI'S (2.9/FSI) Oct. Nov.	14,440	14,440		
MEDIA DELIVERED				
RETAIL BUYDOWN				
CPN CREDITS				
	14,440	14,440		
SUBTOTAL- COUPONING	133,152	145,852		
DIRECT MARKETING				
DIRECT MAIL - OFFENSIVE } 2.6 for Oct + 600,000	3,400	3,400		
DIRECT MAIL - DEFENSIVE	1,700	1,700		
SUBTOTAL- DIRECT MARKETING	5,100	5,100		
August Price Cut DM	+ 1,000.			
PERM & TEMP POS/ARTWORK				
PERMANENT POS	1,200	1,200		
TEMPORARY POS	1,800	1,800		
ARTWORK	500	500		
SUBTOTAL- POS	3,500	3,500		
SAMPLING/OTHER PROMOTIONS				
MILITARY				
SCRIPTO PROMOTION				
	0	0	0	0
PART-TIME SALES FORCE	7,600	7,600		8,000
PACKAGE DESIGN				
BRAND X SPECIAL PROMOTION	1,600	1,600		
SUBTOTAL- SAMPLING	9,200	9,200	0	8,000
TOTAL BRAND PROGRAMS	~~$186,790~~ $193,790	$158,290	(1,500)	$226,691

4th Q Carton: (1,000,000 deals)
White Long Sleeve Crew
Deluxe Screening
Standard Packaging
or
White Long Sleeve Mock
Minimal Screening
Standard Packaging

2041408123

4th Q Pack: (2,900,000 deals)
$1.68 per incentive
including packaging

(2,500,000 deals)
$1.95 per incentive
(2,300,000 deals)
$2.12
(2,000,000 deals)
$2.44

2041408124

August Display Promotion
30,000 60 ct displays
(?)
$1.00 per carton payment
≈ $9.18/display

2041408125

2041408126

Source: https://www.industrydocuments.ucsf.edu/docs/hsfn0004